

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: T. RYAN

DATE: MARCH 27, 1991

FROM: ELIZABETH EGAN *EE*

SUBJECT: BUCKS POS - PACKAGE REVISION

This memo outlines logistics regarding KDC POS for all Bucks materials affected by packaging changes.

Bucks packaging will be modified, and all materials remaining in KDC as of June 1, 1991 should be destroyed. New continuous POS materials are scheduled to arrive on or about July 1, 1991.

I. IMMEDIATE FORCE SHIPMENT

Bucks holds the contract I BV position for May and June. The following materials should be force shipped to POS Depots, to arrive by April 15, 1991, for the May/June sales cycle:

Materials to be force shipped to POS Depots by 4/15/91

<u>POS#</u>	<u>DESCRIPTION</u>	<u>P/F</u>	<u>QUANTITY</u>
51779	6 W <u>STRIP</u> (B/BV/C)	5	150,000
51398	10 W <u>STRIP</u> (B)	5	31,000
51667	6 W <u>HEADER</u> (B/BV/C)	5	98,500
51397	10 W <u>HEADER</u> (B)	5	40,000
51399	PLAN R SL <u>HEADER</u>	5	10,000
51400	PLAN R <u>SPINNER HEADER</u>	5	5,000
51401	PLAN R <u>STRIP '1</u>	5	10,000
51402	PLAN R <u>STRIP '2</u>	5	10,000
51403	PLAN R <u>STRIP '3</u>	5	10,000
51404	PLAN R <u>STRIP '4</u>	5	10,000
51668	AV <u>HEADER - FRONT</u>	5	30,000
51669	AV <u>HEADER - BACK</u>	5	30,000
51453	SYSTEM 2000 <u>HEADER</u>	5	20,000
51664	WINDOW <u>BANNER ("ALMIGHTY")</u>	5	44,000
51407	SKINNY <u>POSTER ("DON'T PASS")</u>	5	44,000
51414	LIGHT <u>THIEF</u>	25	20,000
51406	LARGE <u>POSTER ("FLAUNT")</u>	25	40,000
51679	SHELF <u>TALKER (\$3 OFF)</u>	20	70,000
51680	STATIC <u>CLING (\$3 OFF)</u>	20	70,000
58696	SEMI-PERM <u>DISP (20 PK)</u>	10	6,000
51383	20 PK <u>DISP</u>	10	17,000
51384	10 PK <u>DISP</u>	10	18,000

2040402703

II. The following materials are not to be destroyed as of June 1, 1991

<u>POS#</u>	<u>DESCRIPTION</u>
59841	PRICE DECAL
51429	U-BANDS
51430	VPR STICKERS
51808	PENNY TRAY

III. All remaining POS inventory, as of June 1, 1991 should be destroyed.

IV. Continuous POS materials, due to arrive KDC on or about July 1, 1991 are as follows: (Note that POS #'s have not changed for continuous POS)

Code XG (FSF Access)

<u>POS#</u>	<u>DESCRIPTION</u>	<u>P/F</u>	<u>PRODUCTION QUANTITY</u>
51779	6 W <u>STRIP</u> (B/BV/C)	5	150,000
51398	10 W <u>STRIP</u> (B)	5	31,000
51667	6 W <u>HEADER</u> (B/BV/C)	5	98,500
51397	10 W <u>HEADER</u> (B)	5	40,000
51399	PLAN R SL HEADER	5	10,000
51400	PLAN R SPINNER HEADER	5	5,000
51401	PLAN R STRIP '1	5	10,000
51402	PLAN R STRIP '2	5	10,000
51403	PLAN R STRIP '3	5	10,000
51404	PLAN R STRIP '4	5	10,000
51668	AV HEADER - <u>FRONT</u>	5	30,000
51669	AV HEADER - <u>BACK</u>	5	30,000
51453	SYSTEM 2000 <u>HEADER</u>	5	20,000
51664	WINDOW BANNER ("ALMIGHTY")	5	44,000
51407	SKINNY POSTER ("DON'T PASS")	5	44,000
51406	LARGE POSTER ("FLAUNT")	25	40,000
51743	100 PK DUMP ("APPEAL")	5	50,000
52744	80 PK SHIPPER ("APPEAL")	5	50,000
51698	30 CARTON DISP (\$3 OFF)	5	20,000
51679	SHELF TALKER (\$3 OFF)	20	70,000
51680	STATIC CLING (\$3 OFF)	20	70,000
51419	FF CTN RK LBL	1	5,000
51420	LTS CTN RK LBL	1	5,000
59841	PRICE DECALS	10	on hand
49742	200 CARTON SEMIPERM HEADER	5	200
49740	200 CARTON SEMIPERM STRIP	5	200

2040402704

Code R7 (No FSF Access)

<u>POS#</u>	<u>DESCRIPTION</u>	<u>P/F</u>	<u>QUANTITY</u>
51429	U BANDS	200	on hand
51430	VPR STICKERS	1000	on hand
51808	PENNY TRAY	1	35,000
51654	BUCKS COUPON	100	5 MIL

PRODUCTION TIMETABLE

A&K DUE - 5/1/91  
DUE IN KDC - 7/1/91  
DUE IN FIELD - 7/15/91

cc: F. Alfieri  
M. Buonaventura  
L. Cappelli  
D. Davies  
R. Eck  
A. Goldfarb  
M. Heinrich  
R. Huckfeldt  
D. Hufford  
R. Mikulay  
J. Nellenbach  
V. Occhiuto  
S. Sabella

EE160/db

2040402705